



The Critical Link

“The Critical Link” Workshop

by CECOM Corporate Communications Directorate

January 27, 2014





Topic #1

WELCOME AND OVERVIEW





Overview

- Expected outcomes:
 - Increased understanding of and support to CECOM's strategic priorities (Lines of Effort and initiatives)
 - Increased understanding of clear and consistent messaging
 - Increased awareness of available resources
 - Trained champions to effectively promote workforce understanding of and support to Command priorities



Overview

■ Campaign Plan LOE 4:

Initiative 3: Establish an internal communications program that effectively promotes workforce understanding of and support to the Command's priorities."

– CECOM Campaign Plan FY2013 – 2015

Improve Strategic Communications Initiatives





Overview

- Purpose:
 - Consistent communication of a shared message can unify CECOM's global workforce
 - Articulate the key strategic messages in the Campaign Plan
 - Reinforce that every stakeholder is necessary and important
 - Create pride and ownership
 - Articulate value with clarity to help ensure a sustainable future
 - Identify role in CECOM family
 - Communicate that every individual matters



Topic #2

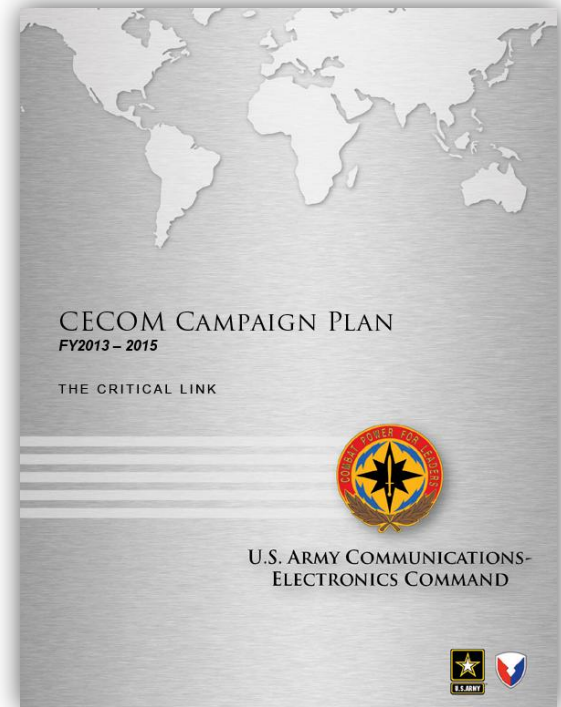
COMMAND MISSION AND VISION





CECOM Campaign Plan

- CECOM FY2013-2015 Campaign Plan:
 - Sets Command vision for roadmap toward 2020 and beyond
 - Provides themes and goals
 - Guiding compass
 - ***Understanding is key to success!***





Commander's Intent





Mission

Develop, provide, integrate and sustain the logistics and readiness of C4ISR systems and mission command capabilities for joint, interagency, intergovernmental and multinational forces worldwide.



Vision

Be the life cycle provider of choice for supporting superior joint warfighting through world-class, globally networked C4ISR systems.



Lines of Effort





Key Themes and Messages





Topic #3

CECOM IS ***"THE CRITICAL LINK"***





"The Critical Link"





“The Critical Link”

- CECOM is the Army’s “critical link” in lifecycle support for the communications electronics systems and equipment used by joint forces.
- CECOM is the “critical link” that integrates, sustains and maintains C4ISR readiness.





CECOM – A Team of Teams



Central
Technical
Support Facility



Logistics and
Readiness
Center



Software
Engineering
Center



Tobyhanna
Army
Depot



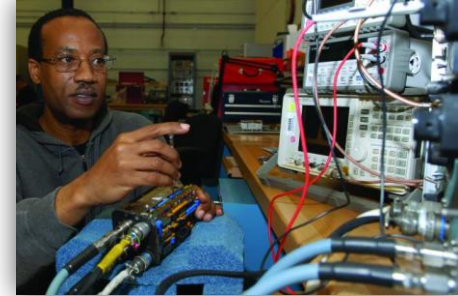
U.S. Army
Information
Systems
Engineering
Command





“The Critical Link”

- CECOM’s workforce is a “critical link” to advancing its mission
 - Each individual...
 - Is necessary
 - Is part of larger CECOM organization
 - Has an important mission
 - Has a global impact
 - ***Our workforce is the fuel that moves this Command!***





"The Critical Link"

- Supply Chain Management
- Field Support
- Logistics Sustainment Planning & Execution
- Information Technology Systems Engineering & Integration
- Foreign Military Assistance
- Interoperability Certification
- Software Sustainment
- Depot-Level Manufacturing, Repair & Overhaul





Exercise

***Supply Chain
Management***



***Foreign Military
Assistance***

Field Support



***Interoperability
Certification***

***Logistics Sustainment
Planning & Execution***



***Software
Sustainment***

***Information
Technology Systems
Engineering &
Integration***

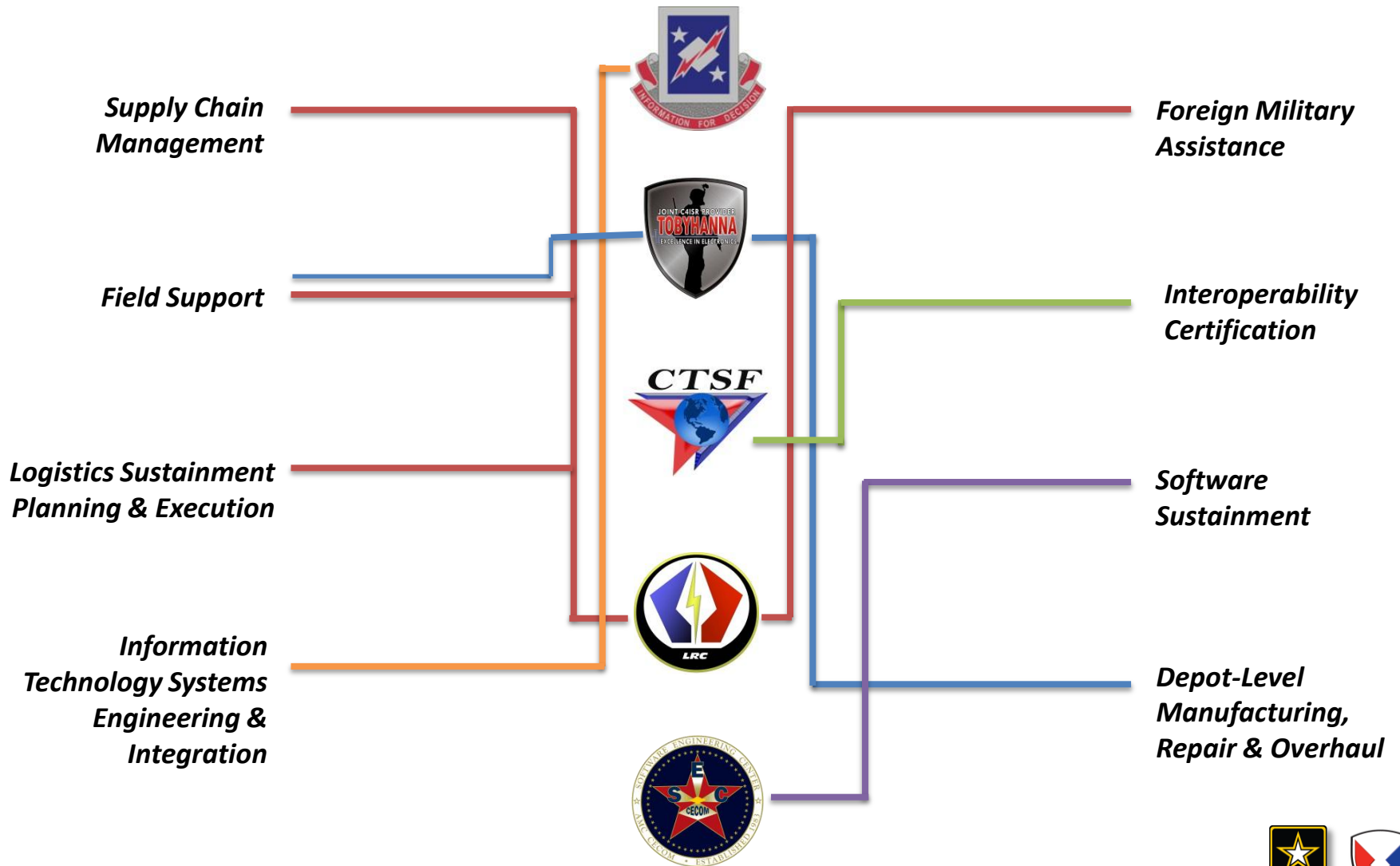


***Depot-Level
Manufacturing,
Repair & Overhaul***



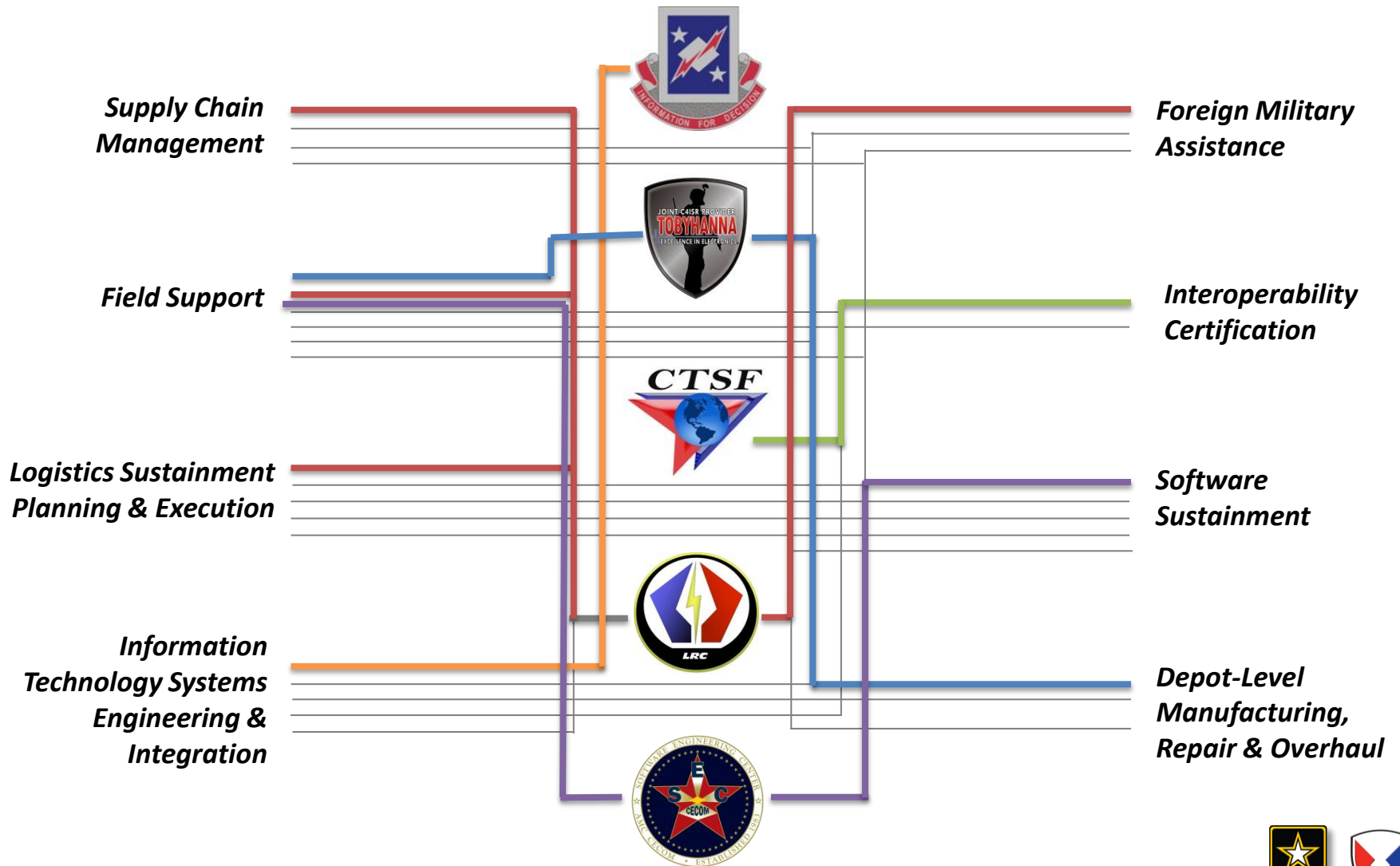


Exercise





Exercise





Topic #4

SPEAKING WITH A UNIFIED VOICE ACROSS THE COMMAND





CECOM Logo





Speaking with a Unified Voice

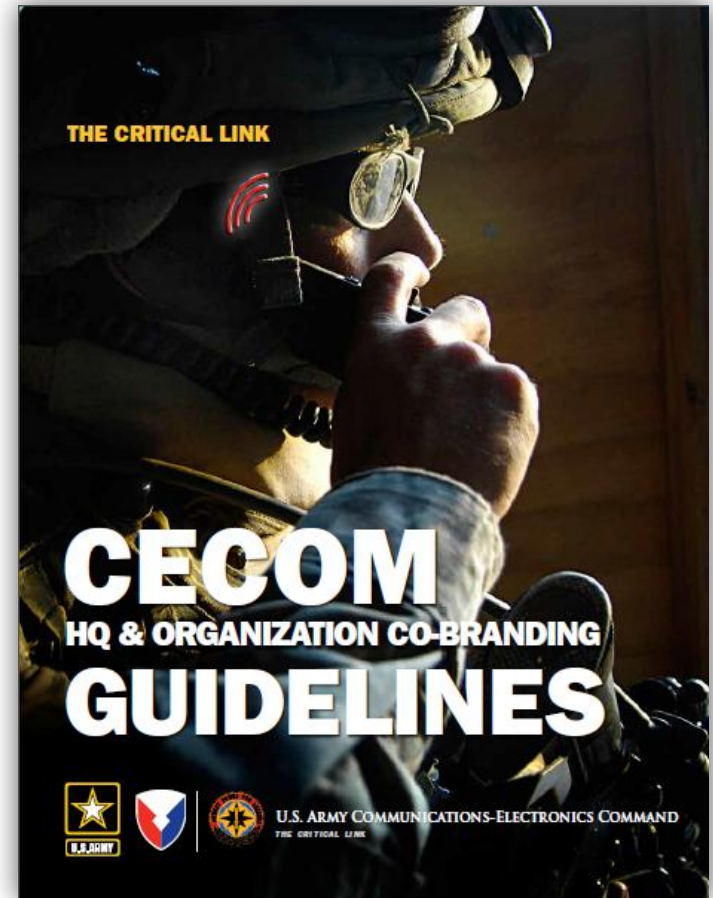
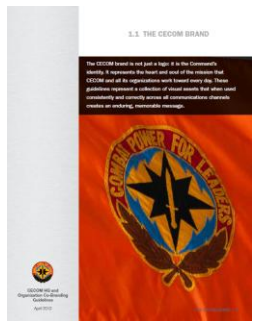
- Keys to a successful CECOM brand strategy:
 - Coordination
 - Consistency
 - Clarity
 - Standardization
 - Synchronization





CECOM HQ & Organization Co-Branding Guidelines

- A collection of branding guidelines and templates
- A toolkit to:
 - Communicate the CECOM story
 - Connect each organization to the overall CECOM story

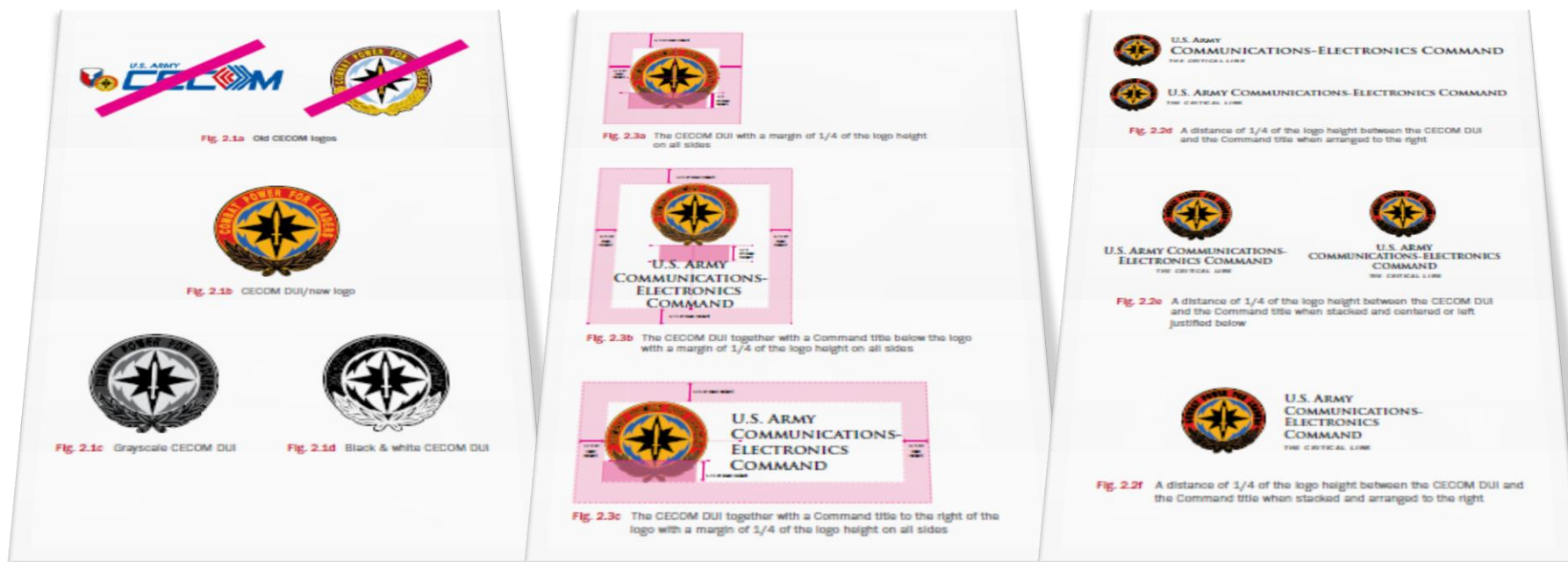




CECOM HQ & Organization

Co-Branding Guidelines

Our Logo





CECOM HQ & Organization

Co-Branding Guidelines

Co-Branding





CECOM HQ & Organization

Co-Branding Guidelines

Colors, Typography & Graphic Elements





CECOM HQ & Organization Co-Branding Guidelines

Approved Templates

***Templates available for download on CECOM SharePoint site**





CECOM Public Affairs Communications Vehicles

New/Electronic Media

- CECOM SharePoint Portal
- CECOM News
- CECOM Public Web Site
 - www.cecom.army.mil
- CECOM Historical Web site and Blog
 - <http://cecom.army.mil/historian/>
- CECOM in Social Media
 - Flickr
 - <http://www.flickr.com/photos/cecom/>
 - Facebook
 - <http://www.facebook.com/CommunicationsElectronicsCommandCECOM>

Traditional Media

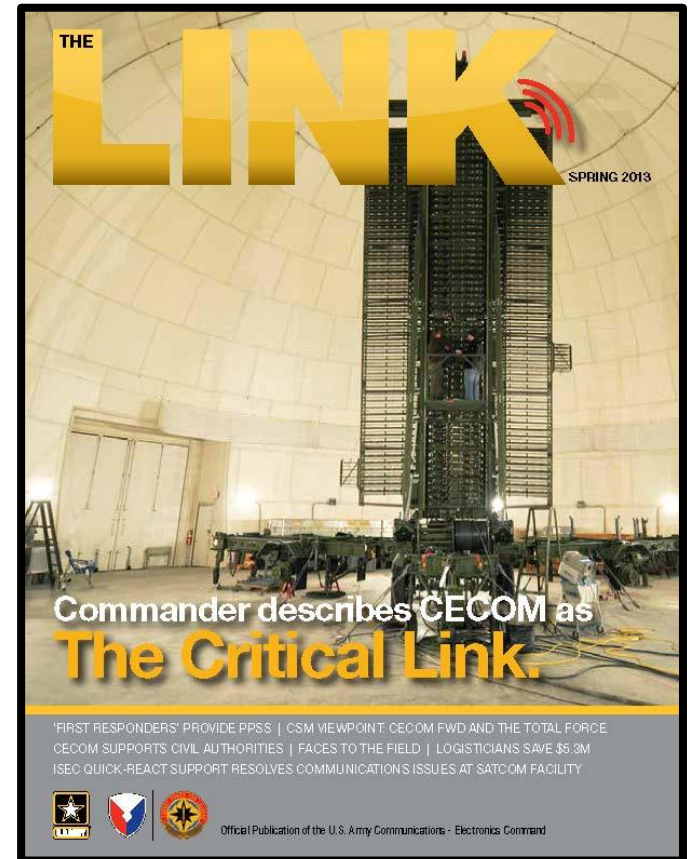
- The LINK, CECOM's Official Magazine Publication
- CECOM Brochure
- APG News
- CECOM Fact Sheets and Biographies
- Dots and Dashes, CECOM's Official Newsletter Publication



The LINK.

CECOM's official magazine publication 2013-2014

- Spring/Summer 2013
 - CECOM Sustainment & Field Support.
- Fall 2013
 - Preparing for Army 2020.
- Fall 2013/ FY14 Nov-Jan. FY14, Qtr: 1
 - State of CECOM, way ahead.
- Winter 2014 Feb-April. FY14, Qtr. 2
 - Professional Development and Process Improvement
- Spring 2014 May –July. FY 14, Qtr. 3
 - Public/Private Partnerships and Preserving the Organic Industrial Base
- Summer 2014 Aug –Oct. FY 14, Qtr. 4
 - FY's largest accomplishments, Year end Review

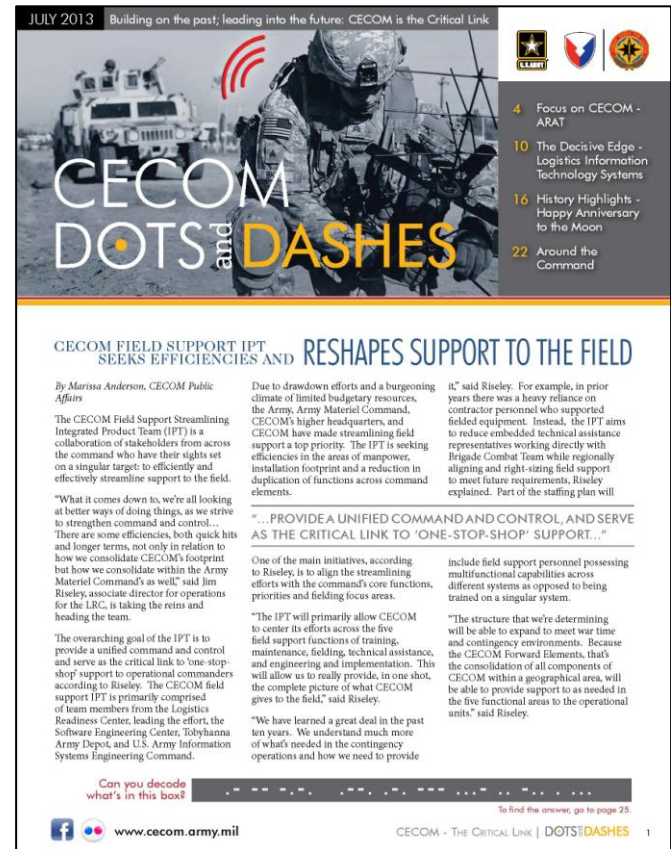




Dots and Dashes.

CECOM's official newsletter publication 2013-2014

- Themed publication serving as the Command's primary vehicle to communicate to the workforce.
- Serves as a venue to showcase CECOM's Critical Link—it's people and the mission they perform. **Tell us your story!**
- August 2013 Theme
 - Setting conditions for a successful transition to sustainment.
- *Read 'Dots and Dashes' on CECOM SharePoint Portal and via email. To submit, contact CECOM Corporate Communications at 443-861-6635/6757/6715/6714.*





Exercise

1. It is permitted to use division and directorate logos in materials.
True or False?
2. It is necessary to have the U.S. Army star and AMC shield on materials. ***True or False?***
3. Where can you download the CECOM templates?



Topic #5

ONSITE TRAINING





Goal

- Equip you, as Champions, to conduct follow-on Train-the-Trainer workshops to reach all employees within your organizations
 - Convey the Commander's Intent
 - Instill CECOM vision, mission and priorities
 - Communicate key themes and messages
 - Instill *"The Critical Link"* messaging
 - Communicate available resources



**Training is required*



Roles and Responsibilities

- Target audience- all CECOM employees
- Timeframe:
 - Tier 1- Directors & Branch Chiefs – Nov 2013
 - Tier 2- Remaining workforce - Jan 2014
- Training forum- your discretion
 - In person
 - Virtual
 - Town Hall
 - Broken into sections
- Training scheduling
- Training reporting- monthly to Corp Comms



**Training is required*



Materials

- Presentation and talking points
- Command videos
- Quick reference sheets
- Campaign Plan
- Branding Guidelines
- Frequently asked questions

<https://sp4.kc.army.mil/cecom/home/default.aspx>



**Training is required*



QUESTIONS?

